

How learning Local SEO will help in growing your travel and tourism business?

The local SEO is an important part of your search engine optimization process or SEO strategy for the growth of your business. The business owners and digital marketers are required to see through the proper optimization of the local SEO measures in order to have a better visibility on Google. Especially, the travel and tourism businesses like tour operators, hotels or guest houses and taxi or cab rental service providers are required to work well on the local SEO as it provides them a competitive advantage in the search engine results. [Institutes for digital marketing course in Ahmedabad](#) and [Udaipur](#) like Digital Describe Ahmedabad and Digital Describe suggests that a proper local SEO is very important for your business.

(For detailed idea about SEO content creation, [click here](#))

Importance of Local SEO in travel and tourism industry

As the travel and tourism industry is very competitive, regardless to any location, the AI oriented Local SEO results plays an important role in bringing customers to your business. It will help in proper setup of your business online presence and helps in your growth. In today's time, the travelers are more dependent on the online visibility of your business for their travelling preferences. For them, their search results are the biggest and reliable guide to get a better and authentic experience of a destination. [Digital Marketing course training institutes in Ahmedabad](#) and [Udaipur](#) like Digital Describe Ahmedabad and Digital Describe suggests that more than 85% of the visitors and tourists rely on Google Local SEO results to decide their local business preferences. Hence, local SEO is important for you if you own a travel and tourism business in a city or destination.

Some of the reason for using local SEO are as follows:

- **Precise visibility:** Tours and travel businesses can get access to their targeted visitors and audience which boost their chances to get more customers.

- **Increase in bookings:** Businesses operating in tour and travel industry can also get higher number of bookings for their rooms and taxis organically, improving visibility of their business or GBP account.
- **Increase in reliability:** If your travel and tourism business is in the top results of the Google SERP, will create a mindset among visitors to choose you. Also, if you have good number of positive reviews on your profile, it will be of great help in building the trust level of your customers.
- **Cost effectiveness:** Compared to the PPC ads, Local SEO and GBP profile tends to be more economic, giving good returns and building a good visibility.
- **Competitive advantage:** In a bunch of multiple businesses operating in common sector, a business listing with good local SEO will help you in gaining good competitive advantage over your peers.

How to apply a good local SEO strategy for a travel and tourism business?

Digital marketers as suggested by [digital marketing training institutes in Ahmedabad](#) and [Udaipur](#) like Digital Describe Ahmedabad and Digital Describe guides that travel and tourism businesses can improve their local SEO by:

- **Optimizing your NAP:** While optimizing your GBP listing, business owners and digital marketers are required to provide accurate details about the business name, address, phone contact, booking details, pricing, all with a proper keyword optimization.
- **Defining service area:** The service area or address plays a very crucial role in local SEO. Especially, tour operators and taxi service providers are required to be very accurate about the location or geographical area they are serving.
- **Visual connectivity:** Use good imagery and videos to promote the services or amenities you are providing to your customers including accommodation, transportation, tourist attractions, your business and staffs. It is a crucial factor in setting up a mindset for your business.
- **Proper categorization:** While managing a business profile or GBP account, business categories plays a very important role. Hence, travel and tourism business owners are required to use proper primary and secondary categories for the business.
- **Engaging Q&A:** The question & answers on your GBP profile is also an important aspect of providing essential information to your customers.

- **Regular posts on GBP:** Regular posting about your business services, products and amenities along with offers and packages that you can offer will help in better customer engagement in local SEO.
- **Managing reviews:** Reviews plays a very important part in local SEO. They not only helps in improving the ranking but also make customers to take better decisions while choosing a tour or travel service. Business owners and digital marketers are required to be very vigilant and attentive while managing reviews.

How websites plays an important role in local SEO?

Your website is the online presence of your business. Hence, business owners and digital marketers, as suggested by trainers at [digital marketing training institutes in Ahmedabad](#) and [Udaipur](#) like Digital Describe Ahmedabad and Digital Describe, should also work on the business website.

- **Good keyword research:** Digital marketers and business owners are required to perform a good online keyword research to improve the visibility of their business in SERP.
- **Specific service pages:** Travel and tourism service providers can opt for a proper setting up of location or service specific pages in website for better ranking and reach among customers.
- **On page SEO:** It is a crucial factor and includes all important internal and external links which will help you in suitable reach to your customers for tours and travel related services.
- **Image and video optimization:** Images and videos (if applicable), are required to be well optimized by digital marketers or business owners to properly manage the reach and visibility of their tours and travel business.
- **Engaging information:** In order to get a better traffic, website should have a very interactive, informative and engaging content which will keep the visitors captivated prior of making bookings.
- **Responsiveness:** Keep in mind that as majority of customers browse travel and tourism related services online through mobile devices, the business owners or digital marketers are required to make their website responsive and mobile friendly.

All this can be achieved through a proper setting up of schema markup along with proper local business citations and off page SEO for better reputation building. [Digital marketing institutes in Ahmedabad](#) like Digital Describe Ahmedabad are also suggestive in using AI tools for better results.

Conclusion

Hence, one can say that for a travel and tourism business, proper setting up of a local SEO through their website and GBP account is very important. Measures that are been suggested by trainers at [digital marketing training institutes in Ahmedabad](#) and [Udaipur](#) like Digital Describe Ahmedabad and Digital Describe are very imperative to get the desired results. If you are looking for optimal result, suitable management of Local SEO is required to be taken in consideration. Besides this, the other SEO strategic practices like on page and off page optimization also has an important role in improving your local SEO presence in travel and tourism sector.